October 20, 2026

TO: **All Potential Bidders**

SUBJECT: **Airport Marketing Plan**

Bid Ref. **#27-029**

Bid opening date & time: **November 10, 2026, 5:00 p.m.**

ADDENDUM NO. #2
The items contained in this addendum are added to and/or deleted from and become part of the specifications and proposal documents for the above-referenced Invitation to Bid. Bidders **must acknowledge receipt** of the Addendum on the Bid Form, located in the invitation to bid, when the bids are submitted.

ADD/DELETE:

Add: Addendum Acknowledgment Form

Questions/ Answers:

Question #1: Regarding the implementation of the marketing plan, is that something you guys would cover or are you anticipating the contractors to cover that within the 12 months?
Answer: We are looking for a 3-year marketing plan. The 12 months will be more for the budget. The firm will tell us what budget we need for that first year of the three-year plan. We are not looking for a firm to actually help us with the markets, it's just to build us a plan so that staff can actually start implementing.

Question #2: Would you be able to share the strategic business plan that was recently done?
Answer: Once we select a firm, we will share that with the consultants.

Question #3: Do you have a library of photos or video that we would be able to use to build creative or would we plan to have a photo-video shoot to build on that.
Answer: W do have a few videos and pictures, but we would still recommend the firm to come and take professional pictures and videos.

Question #4: Do you have a percentage of increase that you would view as a victory for years 1, 2, and 3? **Answer: No.**

Question #5: What is the anticipated notice-to-proceed date, and is there an expected completion timeline for the marketing plan and first-year creative deliverables? **Answer: Please refer to question #26 regarding the notice to proceed. The completion timeline is 6 months.**

Question #6: Are you looking for a marketing plan that your staff would use, implement, or execute? How would your staff and the firm work? **Answer: Our still will be implementing the plan that is created. Our staff and the firm would be working together to create and build the plan.**

Question #7: Do you have any data that's showing that airports they're using instead? If so, do you mind sharing that data? **Answer: Please refer to the drop box link.**

Question #8: What are the barriers for such a low utilization of the airport? Is there a budget range you can advise us to work with as we put together a plan? **Answer: There is no budget range, we would prefer that the firm give us their best proposal. The barriers for such a low utilization of the airport stems from not marketing the airport. We are trying to increase the usage of the airport.**

Question #9: Is signing up for business license and things in Albany required before the pitch or can I be after you've awarded the contract: **Answer: No, it is not required before the pitch. It will only be required after, and for the contract winner.**

Question #10: For the 1st year creative development deliverables, are you expecting creative samples, like ideas of ads to show you or are you just looking for the plan? **Answer: We are looking for the whole plan, but in the plan, we would love to see creative execution as well.**

Question #11: When it comes to case studies or research, what are some things that would stand out for you? Is it more so aviation and airport experience that you are looking for a firm to have? **Answer: Yes, we encourage firms that have more experience in the aviation industry that have done these types of projects for airports before submitting a proposal, but all are welcome to submit.**

Question #12: With the cost and the proposal for this RFP, would you like to see how much it is going to cost for these placements or are you looking for the cost of all those placements and not just the fee for consultation and work? **Answer: Those fees will be on the actual plan once they're billed. So, within the first budget year is where you're going to put how much it will cost us to put any creative execution around. As far as the fees for the RFP, it will be just the fee for your consultation to build the plan for us.**

Question #13: For purposes of just the submission of the RFP, are you looking for agency fees associated with creating the plan? **Answer: Correct. The fees for creative development should be included in your proposal.**

Question #14: Is there another airport that you would like to emulate as your 3-year or 5-year plan? **Answer: We have not actually thought about that.**

Question #15: Is there a way that we can get the strategic business plan while we're developing our plan? Is there any way to access the ASD consultant to their leakage and true market data for some of the information that they have? **Answer: The link to the strategic business plan and ASD consultant will be in the Dropbox provided at the end of the addendum. Copy and paste the URL in your browser, and it should pull for you.**

Question #16: Is it just more foot traffic that you want to come through or other airlines to come and port there? Is that going to be part of it? **Answer: The main goal is to have more passengers using the airports but also have the local government understand the importance of the airline. We will need to tell that story about the airport and how important it is for the local community.**

Question #17: Would the airport be open to have a full production team come and shoot for the creative portion so that we could get content and start the creative process for the marketing? **Answer: yes, you are welcome to come out to shoot your own film. Please reach out to Roberto Pagan or David Hamilton to set up a time and date to have access to the airport.**

Question #18: What is the importance of presenting the presentation for your city commission? Are you looking to get budget for something? What kind of support do you hope this will lead to in that presentation? **Answer: So, for whatever firm is chosen, we are mainly looking for them to present to the city their plan and get them to understand the important gem that we have here in Southwest Georgia. We are also looking for the city to provide us with the budget to implement this plan.**

Question #19: If the firm that is submitting has a network with another airline due to the work that they have provided, is that value to what we submit to you or do you want us to focus mainly on the plan and the creative? **Answer: That would be valuable, so yes.**

Question #20: Is there some level of tourism that needs to be mentioned or discussed within the plan or is the focus solely on airport marketing? **Answer: The marketing is solely for the Airport marketing.**

Question #21: Is it appropriate to include digital assets or video files as part of the package or is it possible to submit digitally? **Answer: Yes, you can submit a USB drive within your mailed package along with your original proposal and its copies.**

Question #21: Do you all gain a lot of foot traffic? Is it mostly tourism based or business based into your airport from surrounding states? **Answer: Mainly business. We do have a big hunting season, so a lot of people come here to hunt, and a lot come to do business.**

Question #22: Are you guys anticipating moving forward with an agency that is providing you the lowest investment or has the most experience? **Answer: It will be a combination of both. It all depends on your experience, your submittals, and your requests. We are looking for someone that has done this type of work at an airport or a similar industry.**

Question #23: Have you all worked with a creative agency in the past? Will this be the first time that you guys are opening? **Answer: We have not worked with a creative agency in the past. This will be our first time opening something like this.**

Question #24: Have you always worked within in-house efforts? **Answer: Yes, all the time.**

Question #25: Being that hunting was mentioned, is there an influx in the fall of travel? **Answer: Yes, here in Albany quail hunting is big. This normally starts around December, so with the holidays and in addition to the hunting that is when we see an influx of foot traffic.**

Question #26: What is the anticipated time for review and decision? **Answer: Once the proposal closes, we must review the submittal of every person. This has no time limit on it as it depends on how many submittals we receive. Once we go through, we will decide on the firm and then we will set up a date to go before the City Commission. Once we go to the City Commission, we must wait for them to approve it. Once they approve, then it will be about 30 days after approval when the firm will start. In total, this can take about 3 months give or take.**

Question #27Does the City anticipate requiring regular on-site meetings in Albany, or may research, stakeholder interviews, project coordination, and presentations be conducted through a combination of virtual and in-person meetings? **Answer: Combination of virtual and in person meetings.**

Question #29: We want to clarify ownership of proposal ideas. Page 6 allows the city use of submitted proposals. Does that allow the city to use the ideas and concepts of one firm while awarding the bid to another firm? **Answer: Regarding page 6, this just means that you are unable to withdraw your bid for 60 days during the evaluation period. The idea will be yours, and whoever we choose will not know anything about your submittal.**

Question #30: The SOW says this plan builds on the recently completed Strategic Airport Business Plan. Could we get a copy, and which of its goals or targets should the marketing plan be measured against? **Answer: Yes**

Question #31: Section 1 says air service development and real estate/business development are under separate contracts, but Section 3 describes the work as 'air service development consulting services.' How do you see the line between our work and theirs? And could we access the ASD consultant's leakage and true-market data, such as how many local travelers drive to ATL, TLH or other airports? **Answer: The air service development consultant works on the supply side: talking to airlines, analyzing routes and markets, and building the case for new or retained service. Your work is the demand side: getting people in our region to choose ABY, and keeping the community and our partners behind the airport. Yes, the leakage and true-market data will be shared.**

Question #32: What does your airline partner need to see from the community to keep or add service, such as load factor, fares or revenue? Is any new route, frequency or aircraft change on the horizon that the year-one plan should be ready to launch? **Answer: There is no confirmed new route, frequency or aircraft change to announce at this time. However, the plan should be built so it can respond quickly if one comes. We expect the consultant to include a ready-to-use launch approach in the year-one plan, coordinated with our air service development consultant, so we can promote any new service as soon as it's announced.**

Question #33: Which regional partners are already promoting ABY, and who should be but isn't? For example the Albany Area Chamber, Visit Albany, Dougherty County economic development, Marine Corps Logistics Base Albany, Phoebe Putney, Albany State, and major employers. Is there a corporate travel program today? **Answer: The airport does not have a corporate travel program at this time. We need a plan to grow ABY's promotion through regional partners like the Albany Area Chamber, Visit Albany, economic development, Marine Corps Logistics Base Albany, Phoebe Putney, Albany State, and major employers.**

Question #34: Where do you see the biggest opportunity in general aviation, business aviation, and cargo? How should we coordinate with the FBO and your business development consultant on those audiences? **Answer: Passenger traffic is the main focus of this plan. General aviation, business aviation, and cargo are secondary. We see the most opportunity in promoting ABY to business aviation and cargo users. During the plan, we can schedule a meeting with the FBO and our business development consultant to understand their needs and the opportunities they see.**

Question #35: Are you open to nurturing other airlines to offer flights from ABY? Would that be an element of a long-term play? **Answer: Yes**

Question #36: Is there a specific format we should follow when crafting the response? Do you want case studies? What type of information do you need to learn more about the firm so that everything is uniform when presented? **Answer: Please follow the submittal requirements in the RFP so all responses are uniform. Organize your response around the six evaluation criteria.**

Question #37: Do you have any data that's showing that airports they're using instead? If so, do you mind sharing that data? **Answer: Yes. Please refer to the drop box link.**

Question #38: Do you all have a cadence for creating the marketing materials and when they go out? **Answer: We don't have a set cadence today. That's part of what we need from this plan. The consultant will develop a 12-month marketing calendar that shows what materials are created and when they go out, along with the first-year action plan.**

Question #39: Will the recently completed ABY Strategic Airport Business Plan and any passenger leakage or catchment data from the air service development consultant be made available to the selected consultant? **Answer: Yes. Please refer to the drop box link.**

Question #40: Can the City provide the anticipated types and approximate quantities of first-year marketing materials? Please also confirm whether printing, production, and media placement costs are outside the consultant's fee. **Answer: The City is not setting specific quantities at this time. We expect the consultant to recommend the types and quantities of first-year materials as part of the plan, such as digital ads, social media content, print pieces and outreach materials for partners. Printing, production and paid media placement costs are outside the consultant's fee and will be budgeted separately. Video and original photography are not included unless separately approved.**

Question #41: Is this contract funded as a whole or in part with FAA or other federal funds, and if so, is there a DBE participation goal? **Answer: This contract is funded with local airport funds. No FAA or federal funds are involved, so there is no DBE participation goal.**

Question #42: Has the City established an anticipated budget or funding range for development of the Airport Marketing Plan and first-year creative materials? **Answer: The City is not sharing a budget range at this time. Firms should propose a fee based on the scope of work and their recommended approach.**

Question #43: What is the anticipated contract award data, project kickoff, and required completion date? **Answer: The project will kick off once the Notice to Proceed is issued. The plan must be completed within six months of the Notice to Proceed.**

Question #44: Will the selected consultant receive the recently completed ABY Strategic Airport Business Plan, passenger utilization data, market research, and existing marketing performance information? **Answer: Yes.**

Question #45: Does the City anticipate original quantitative research, such as passenger and regional consumer surveys, or would stakeholder interviews and analysis of existing data satisfy its requirements? **Answer: The City wants to understand why local travelers choose ABY or drive to other airports. Firms should start with existing data, including data from our air service development consultant, along with stakeholder interviews. If a firm believes surveys or other original research are needed to fill gaps, it should explain the proposed approach and include it in its proposal and fee.**

Question #46: How many first-year marketing assets, formats, or campaigns should proposers assume when preparing their fee proposals?
Answer: The City is not setting a specific number. Each firm should recommend the assets, formats and campaigns it believes are needed in the first year and clearly state those assumptions in its fee proposal.

Question #47: Is the selected consultant expected to develop the first-year implementation plan and initial creative materials only, or also execute advertising, purchase media, and manage campaigns during the contract period? **Answer: The consultant is expected to develop the first-year implementation plan and initial ready-to-use creative materials. Purchasing media and managing campaigns are not part of this scope. The City may consider those services separately in the future.**

Question #48: The Scope of Work states that the Marketing Plan "will build upon the recently completed ABY Strategic Airport Business Plan." Will the City share that plan with proposers now, or with the selected consultant at kickoff? If it cannot be shared now, could the city summarize its goals or marketing-related recommendations? **Answer: Yes, the plans will be shared in the drop box link at the end of the addendum.**

Question #49: Will the City or its air service development consultant share existing passenger, booking or catchment (leakage) data with the selected marketing consultant, so the market research builds on that work rather than duplicating it? **Answer: Yes, the plans will be shared in the drop box link at the end of the addendum.**

Question #50: Should proposers include paid media placement or printing of the first-year materials in the fee, or is Task f limited to producing publication-ready and editable materials, with media and printing funded separately by the City? **Answer: Just producing publication-ready and editable materials, with media and printing funded separately by the City.**

Question #51: What contract term does the City anticipate: the plan development period only, or through the first implementation year? **Answer: The contract term covers plan development and delivery of the first-year implementation plan and initial creative materials.**

Question #52: Does the City prefer a particular fee format, such as a fixed fee by task, hourly rates with a not-to-exceed amount, or another structure? **Answer: Please submit a fixed fee broken out by task, following the tasks in the Scope of Work**

Question #53: How many in-person meetings or stakeholder sessions at ABY does the City expect during plan development? **Answer: The City is not setting a specific number. At a minimum, we expect an in-person kickoff meeting, stakeholder sessions with regional partners, and an in-person presentation of the final plan to the City Commission. Firms should propose the number of meetings they recommend and include them in their fee. Virtual meetings are acceptable for regular progress updates.**

Question #54: Must the required forms be signed in wet ink on the original, or will electronic signatures be accepted? And may the Georgia Security and Immigration Compliance Act affidavit be notarized through remote online notarization? **Answer: For the signature, it must be either wet or electronically signed. It must have electronically signed by under it, it cannot be typed in. The notarization must be a stamp. We cannot accept remote notarization.**

** COMPLETE AND SUBMIT **

CITY OF ALBANY
REQEST FOR PROPOSAL NO. 27-029
ADDENDUM ACKNOWLEDGEMENT FORM

Instructions: Please acknowledge receipt of addenda received by completing this addendum acknowledgement form. Check the box next to each addendum received and sign below. This addendum acknowledgement form must be submitted with your bid.

Acknowledgement: I, the undersigned, acknowledge receipt of the following addenda to the above referenced Invitation to Bid and have made any necessary revisions to my response or submittal. I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid.

Addendum No. 1 ☐ Addendum No. 3 ☐

Addendum No. 2 ☐ Addendum No. 4 ☐

☐ No Addenda received for RFP Reference No. 27-029

_____
Print Name and Title of Authorized Signer

_____
Authorized Signature

_____
Date

DROPBOX LINK: https://www.dropbox.com/scl/fo/0s6xfa4eq6onj5tklwvlv/AFNky39hlysp-WZO30NHU58?rlkey=qwpqp8n3wy3mvqsc80cukwmv9&st=mgfkwc4h&dl=0

End of Addendum #2

Destiny Solomon
Destiny Solomon, Buyer I

Cc: David Hamilton, Director of Airport & Transit
Roberto Pagan, Superintendent of Operations
Ryan Smith, Administrative Managers
Hillary Horton, Administrative Assistant